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For: Methods For Acquiring, And For Displaying Predictions Of, Subjective  
Consumer-Appraisals Of Items

1           1.       A method for acquiring a consumer's subjective appraisal of an item of a type of  
2       which the consumer has previously appraised one or more items, comprising:

3                   presenting to the consumer a list of items previously appraised by the consumer,  
4       ordered by the consumer's appraised values; and

5                   allowing the consumer to indicate a position along the presented list which  
6       corresponds to the consumer's appraisal of the new item relative to the items in the presented  
7       list.

1           2.       The method of claim 1, used to acquire item appraisals for a computerized  
2       appraisal prediction system.

1           3.       The method of claim 1, in which:  
2                   the relative difference between the consumer's appraised-values of adjacent listed  
3       items is also indicated in the presented list; and

4                   the consumer may adjust the relative difference between adjacent listed items, to  
5       refine accordingly the consumer's appraised difference between the items.

1           4.       The method of claim 1, in which allowing the consumer to indicate a position  
2       along the list includes allowing the consumer to place a description of the new item above or  
3       below an item, or between two items, that had been previously been appraised by the consumer.

1           5.       The method of claim 1, in which allowing the consumer to indicate a position  
2       along the list includes allowing the consumer to place a description of the new item at the same  
3       position in the list as an item that had been previously been appraised by the consumer.

- 1           6.     The method of claim 1, in which the items comprise movies.
- 1           7.     The method of claim 1, in which the items comprise books.
- 1           8.     The method of claim 1, in which the items comprise sound recordings.
- 1           9.     A method for displaying a prediction of a consumer's subjective appraisal of an  
2 item of a type of which the consumer has previously appraised one or more items, comprising:  
3                 presenting to the consumer a list of items previously appraised by the consumer,  
4                 ordered by the consumer's appraised values; and  
5                 Indicating a list position which corresponds to the appraisal value predicted for  
6 the item relative to the other items in the list.
- 1           10.    The method of claim 9, in which indicating a list position includes placing a  
2 description of the new item between two items in or proximate the list.
- 1           11.    The method of claim 9, in which indicating a list position includes placing a  
2 description of the new item at the same list position as another item in the list.
- 1           12.    The method of claim 9, in which the items comprise movies.
- 1           13.    The method of claim 9, in which the items comprise books.
- 1           14.    The method of claim 9, in which the items comprise sound recordings.
- 1           15.    A method for displaying a prediction of a consumer's subjective appraisal of an  
2 item of a type of which the consumer has previously appraised one or more items, comprising:  
3                 presenting to the consumer a scale or range of possible values for the consumer's  
4 appraisal of the item; and  
5                 indicating to the consumer a probability value associated by the prediction with each  
6 scale value or range of values.

1           16.     The method of claim 15, in which a continuous range of probabilities is indicated  
2     for a continuous range of scale values.

1           17.     The method of claim 15, in which the probability value is indicated at least in part  
2     through presentation of multiple scales or ranges of possible values.

1           18.     The method of claim 15, in which the probability value is indicated at least in part  
2     through the relative size of a display icon.